

PEMBANGUNAN KAREKTOR & ETIKET SOSIAL

MINGGU 1



**NORIZAN BT. HAJI SALLEH
DEPUTY REGISTRAR**

&

**MOHD. FAIZAL B. HJ JALAL
ASSISTANT REGISTER**



**OFFICE OF CORPORATE AFFAIRS
UTM**



YOUR IMAGE



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

IMAGE - DEFINITION

Image is the perception, acceptance, understanding, feelings, understanding and values that the audiences have towards an individual, organisation, product or event.

COMPONENTS OF IMAGE

- **Appearance - How you look.**
- **Presentation - How you behave.**

Image builds Business

Image builds Acceptance

“The greatest risk to a reputation is a person’s failure to include image into business decision.”

WHY IMAGE IS IMPORTANT

- **Trust**
- **Memory Retention**
- **Perception**
- **Feelings**
- **Values**

**“If your business
products or services were
packaged like you...
will they sell?”**

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Environment & You



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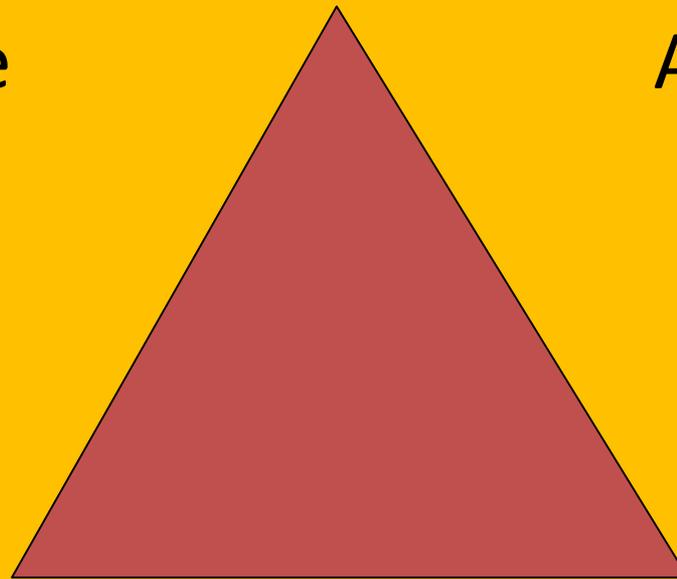
FIRST IMPRESSION COUNTS

IMAGE MANAGEMENT

- **3 A's of Image Management**

Appearance

Attitudes



Actions

IMAGE

- First Impression NO Second Chance
- Within 30 Seconds
 - 55 % Behavior and Appearance
 - 38 % Sound of Voice
 - 7 % What We Say

- Prof Albert Mehrabian -
Silent Message

ETIKA SOSIAL (SOCIAL ETIQUETTE)

ETIKET SOSIAL

1. Peraturan pergaulan dan budi bahasa.
2. Adab tertib dalam sesuatu kelompok masyarakat atau sesuatu pekerjaan.
3. Peraturan yang biasa dalam tingkah laku sosial

ETIKET SOSIAL

4. Ketetapan atau kod imej yang diterima dalam upacara seperti di dalam istana atau dalam majlis formal atau masyarakat amnya.
5. Hukum-hukum yang lazim dalam sopan santun yang dipatuhi antara ahli-ahli dalam profesion yang sama.

ETIKET SOSIAL

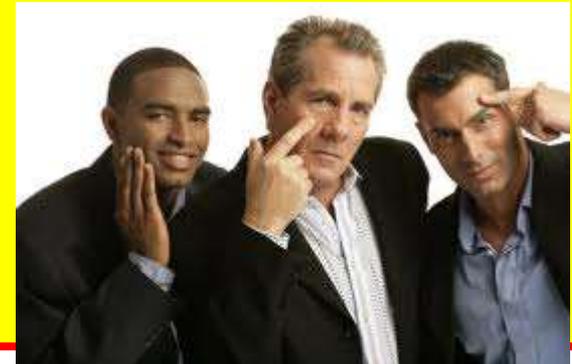
6. TEKNIK-TEKNIK DALAM KEMAHIRAN KEHIDUPAN SOSIAL

- Peraturan-peraturan tingkah laku atau sopan santun sama ada dalam kehidupan harian, dalam hubungan antara satu sama lain atau dalam majlis yang berbentuk formal atau tidak formal. Apa jua perilaku yang kita lakukan yang mengikut peraturan atau norma-norma yang diterima oleh masyarakat itu *atau*
- Yang berlandaskan kepada timbangrasa adalah dianggap sebagai mempunyai nilai **ETIKET** yang tinggi yang boleh mempertingkatkan **IMEJ** seseorang itu

ETIKET SOSIAL

Peningkatan Imej melalui amalan etiket

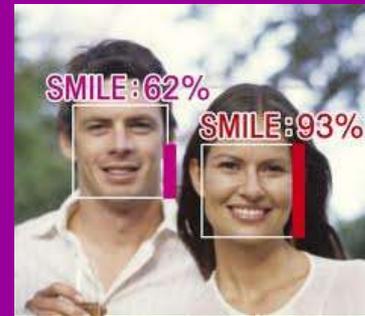
- Perkenalan & Perbualan
- Gaya Diri
- Pakaian & Hias Diri
- Makan
- Menghadiri Majlis Formal



First impression

- Ways to create a Great First Impression

- SMILE
- LOOK GOOD
- GREAT EYE CONTACT
- GOOD HANDSHAKE
- SPEAK WELL



10 Elemen Etiket

- Cita rasa berpakaian
- Kesesuaian pakaian dalam pelbagai situasi
- Penampilan dan penggayaan diri
- Kesopanan dalam pertemuan dan perkenalan
- Kemahiran dalam perbualan sosial

Elemen Etiket

- Kesopanan dalam menghadiri majlis jamuan ringan
- Kesopanan dalam menghadiri majlis jamuan secara buffet
- Kesopanan tuan rumah dan kesopanan tetamu dalam majlis
- Ketertiban dalam menghadiri pelbagai majlis formal
- Tertib di meja makan



**KESOPANAN
DALAM
PERTEMUAN
DAN
PERKENALAN**

What are you 'saying' before
you speak a word?



www.shutterstock.com · 21647581

IMAGE

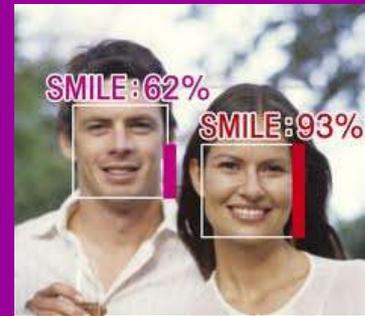
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KESOPANAN DALAM PERBUALAN SOSIAL



1. CARA MEMPERBAIKI PERBUALAN SOSIAL (Conducting Conversation)

- A. PENGALAMAN/
Experience
- B. AMALAN/*Hobby*
- C. BACAAN/*Reading*



3. TAJUK-TAJUK YANG SESUAI

- A. MAKANAN
- B. PENGEMBARAAN
- C. RANCANGAN TELEVISYEN
- D. KEGEMARAN (HOBI)
- E. SUKAN
- F. PAKAIAN
- G. BERKEBUN
- H. MUZIK
- I. KESENIAN
- J. KESUSASTERAAN



2. TAJUK-TAJUK YANG DIJAUHI

A. PERSOALAN
PERIBADI

B. HAL EHWAL POLITIK

C. AGAMA



4. PERBUALAN SOSIAL YANG BERKESAN

- A. BERMINAT
- B. MENDENGAR DENGAN TELITI
- C. PANDANGAN MATA
- D. NADA SUARA SEDERHANA
- E. TIDAK TERLALU CEPAT
- F. TIDAK TERLALU LAMA
- G. CARA BERSHAJA

Samb.

- H. ELAKKAN MENGGUNAKAN ANGGOTA
- I. ELAKKAN MENGUMPAT
- J. ELAKKAN BERJENAKA BERLEBIHAN
- K. ELAKKAN PERCAKAPAN LUCAH
- L. BERBUAL DENGAN SEBERAPA RAMAI
- M. ELAKKAN BERBISIK-BISIK
- N. JANGAN MEMOTONG PERCAKAPAN ORANG LAIN



CONVERSATION



ETIQUETTE OF CONVERSATION

- Ability to communicate effectively.
- Effective communication need:
 - Good language skills
 - A large dose of confidence
 - Ability to make people comfortable
 - Ability to LISTEN
 - A pleasant VOICE
 - Powerful WORDS. Choose words with care.
 - Ability to organize your thought before you speak
 - Speak with clarity
 - Good voice as asset.

➤ Sound box

- The pitch
 - Voice tone-high, low or monotone
 - Varied pitch pattern
- The intensity
- The rate
- The quality

Tips to develop quality voice

- Tape your voice
- Control your breathing
- Improve language skills/vocabulary
- Practice

ALWAYS BE CONCIOUS EVERY TIME YOU SPEAK
TO SOMEONE.

Suitable Topics for Conversation

- Food
- Sports
- Fashion
- Art
- Music
- Television Programmed
- Hobby/Interest



Taboos For Conversation

- Politics
- Religion
- Personality
- Whispering
- Interruption
- Profanity



Etiket Pelbagai Situasi (Various Situations)

- ❖ Sitting
- ❖ Walking
- ❖ Standing
- ❖ Walking up-down stairs, escalators, walkalator
- ❖ Automobiles
- ❖ Elevators



- ❖ “Lunching & Dining out”
- ❖ Travelling – Children, Women, Pregnant woman, Elderlies
- ❖ On The Road (Driving)
- ❖ In Public Transport– Bus, Flight, LRT
- ❖ In Lecture Halls, Cinema, Mosque etc



- Telefon dan telefon bimbit
- Perniagaan
- Pejabat
- Mesyuarat
- Antarabangsa – antarabudaya (cross culture).

DO GET IN THIS WAY!



DON'T GET OUT THIS WAY!



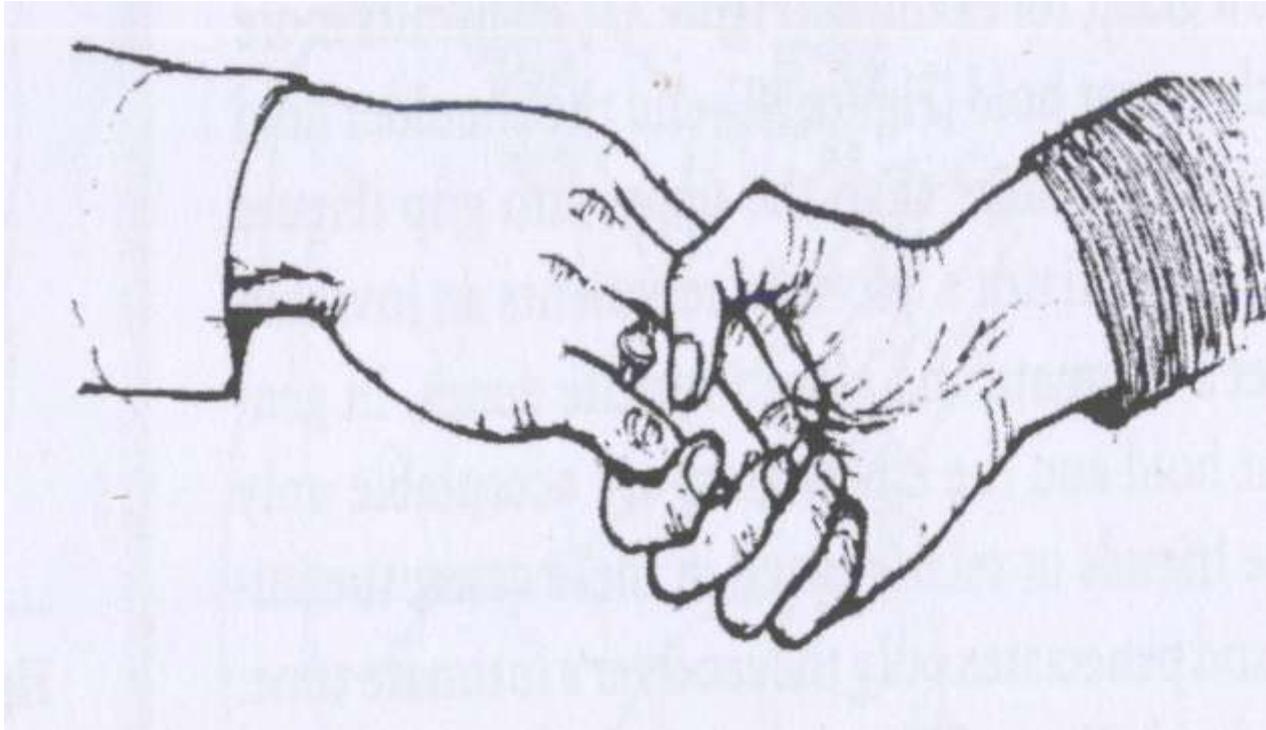
DON'T
get out this way.

CARA-CARA BERJABAT TANGAN

- A. MENGAWAL
- B. TARIK
- C. JARI SAHAJA
- D. SEJUK
- E. KASAR
- F. SAMA TARAF

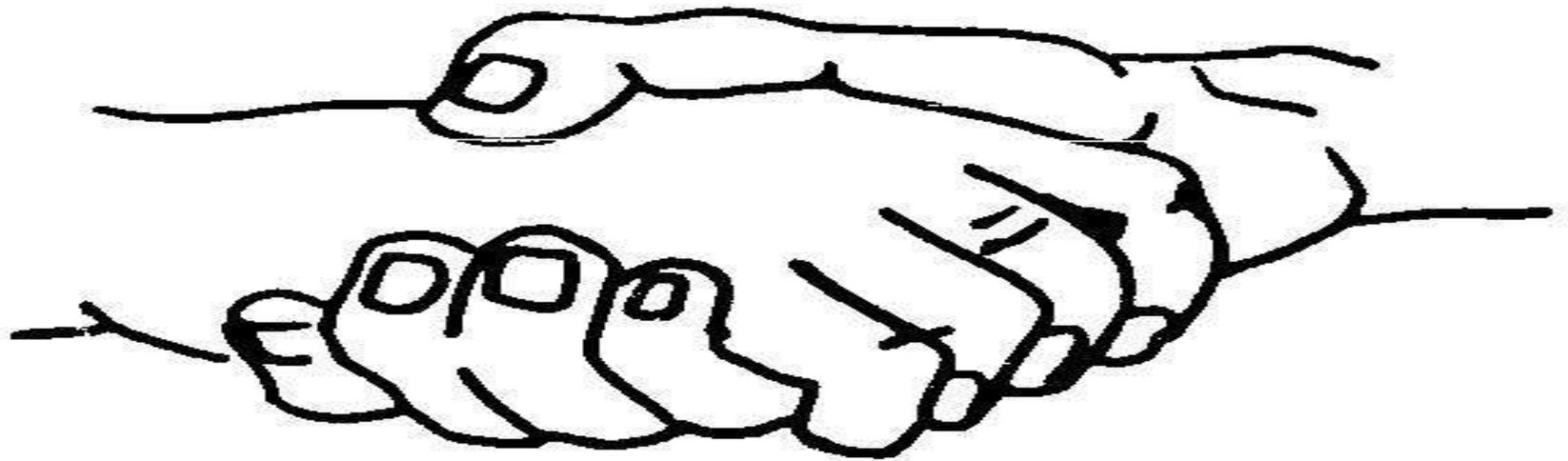


Jari Sahaja



Kurang ramah tamah

Mengawal!



Kurang baik dalam
urusan.

Sama Taraf

- Erat
- Mesra
- Tenang



BERJABAT TANGAN (HAND SHAKES)

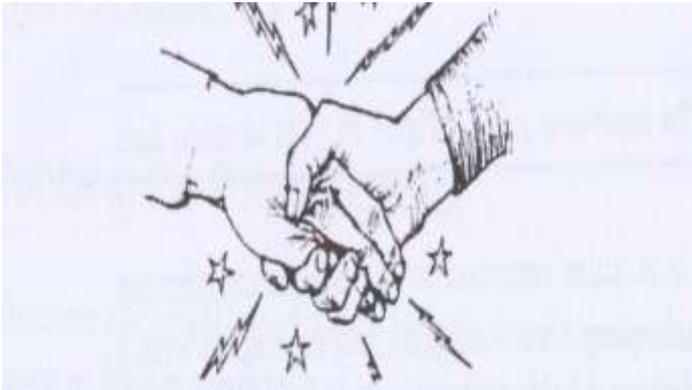


Tarik



- Kurang yakin

Aggresif



Kasar

Sejuk

- Jemu
- Bosan



Don't



HAND SHAKES



- The acceptable conversational distance for most city dwellers

BODY LANGUAGE



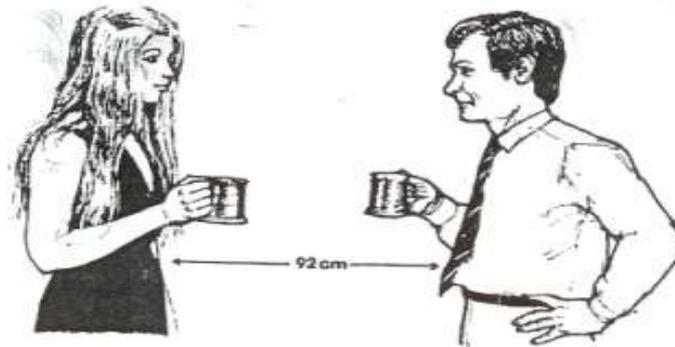
- Talking a lie



Distances



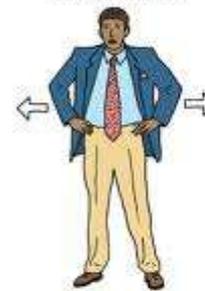
- The negative reaction of a woman on whose territory a man is encroaching





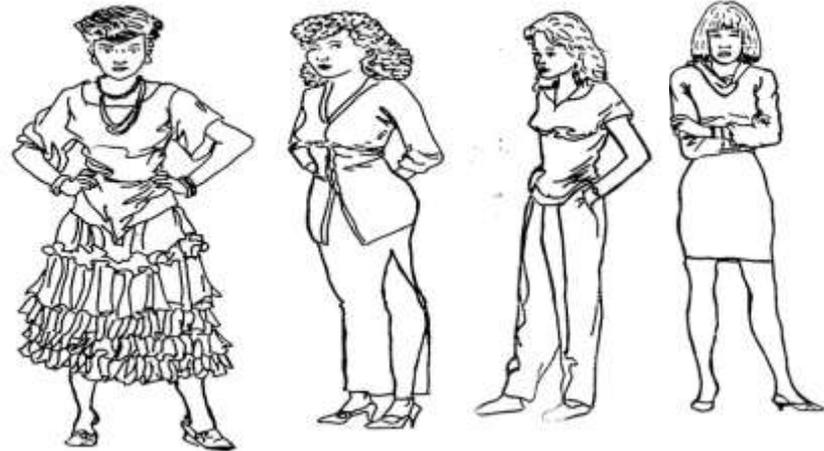
ARMS AKIMBO:

ARMS BEHIND THE BACK:



Establishes dominance or communicates there are 'issues.'

Says "don't draw near" —keeps people at bay.



Body language goes both ways:

- Your own reveals your own feelings & meanings to others
- Other people's reveals their feelings & meanings to you
- *Sending & receiving of body language signals happens on conscious & unconscious levels.*

MOODS

AFRAID	FLATTERED	MISERABLE
ANGRY	GLAD	OVERJOYED
ANXIOUS	GLOOMY	PLEASED
ASHAMED	GRATEFUL	PRESSURED
BOLD	HAPPY	RELIEVED
BORED	HUNGRY	ROMANTIC
DEJECTED	IMPATIENT	SURPRISED
ECSTATIC	JEALOUS	SYMPATHETIC
ENTHUSIASTIC	JOYFUL	WOEFUL
EUPHORIC	LIVELY	WORRIED

BAGAIMANA ANDA DUDUK ?

(HOW DO YOU SIT ?)

HOW DO YOU SIT?



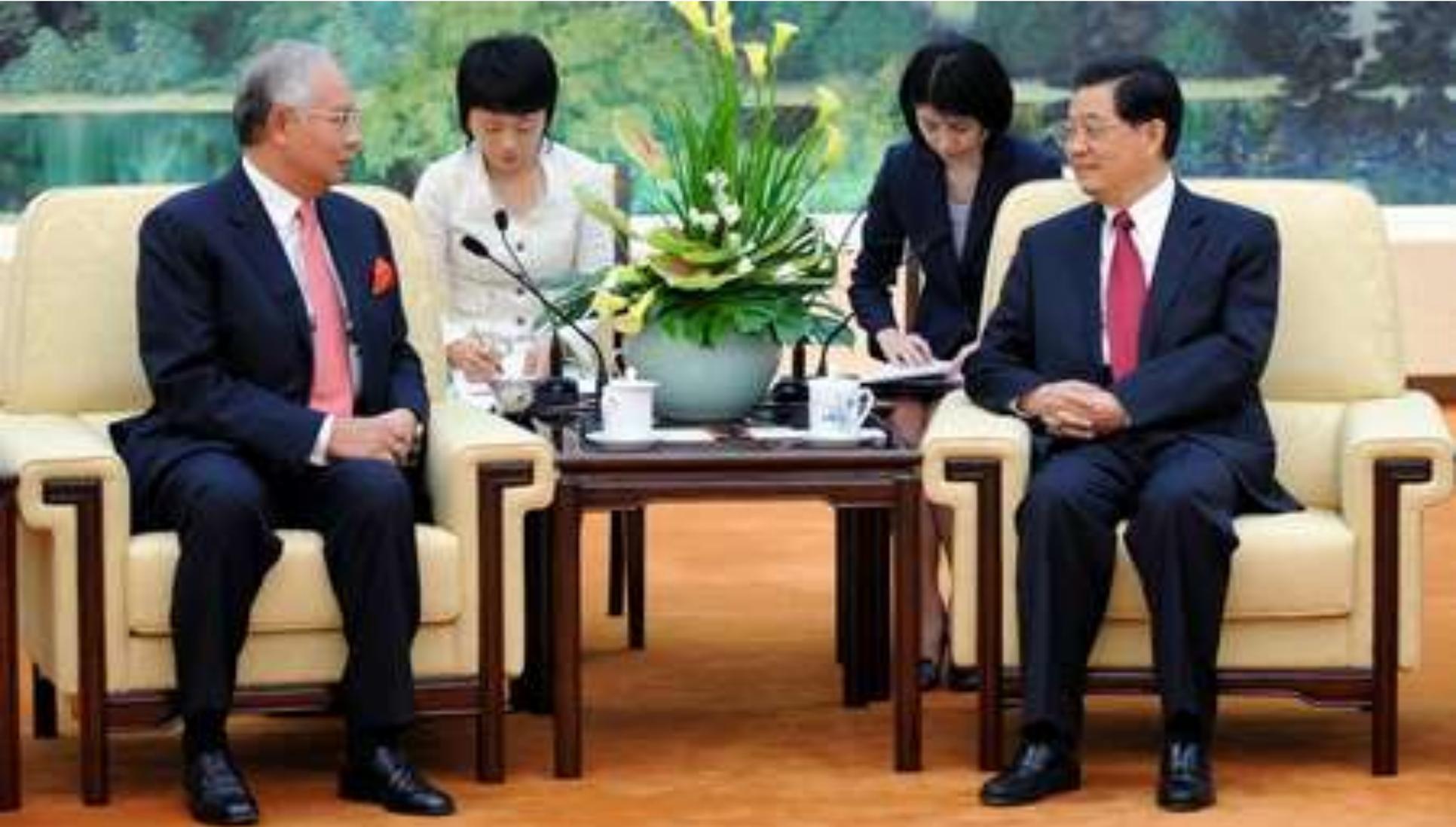
HOW DO YOU SIT?



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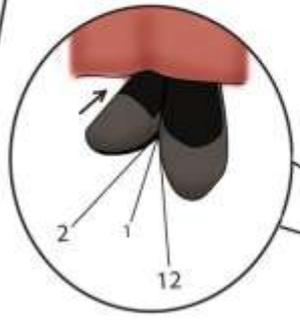
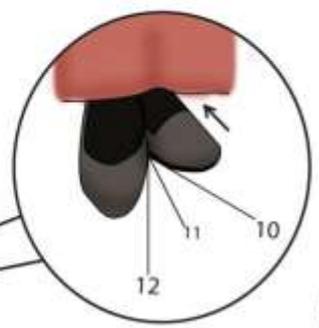


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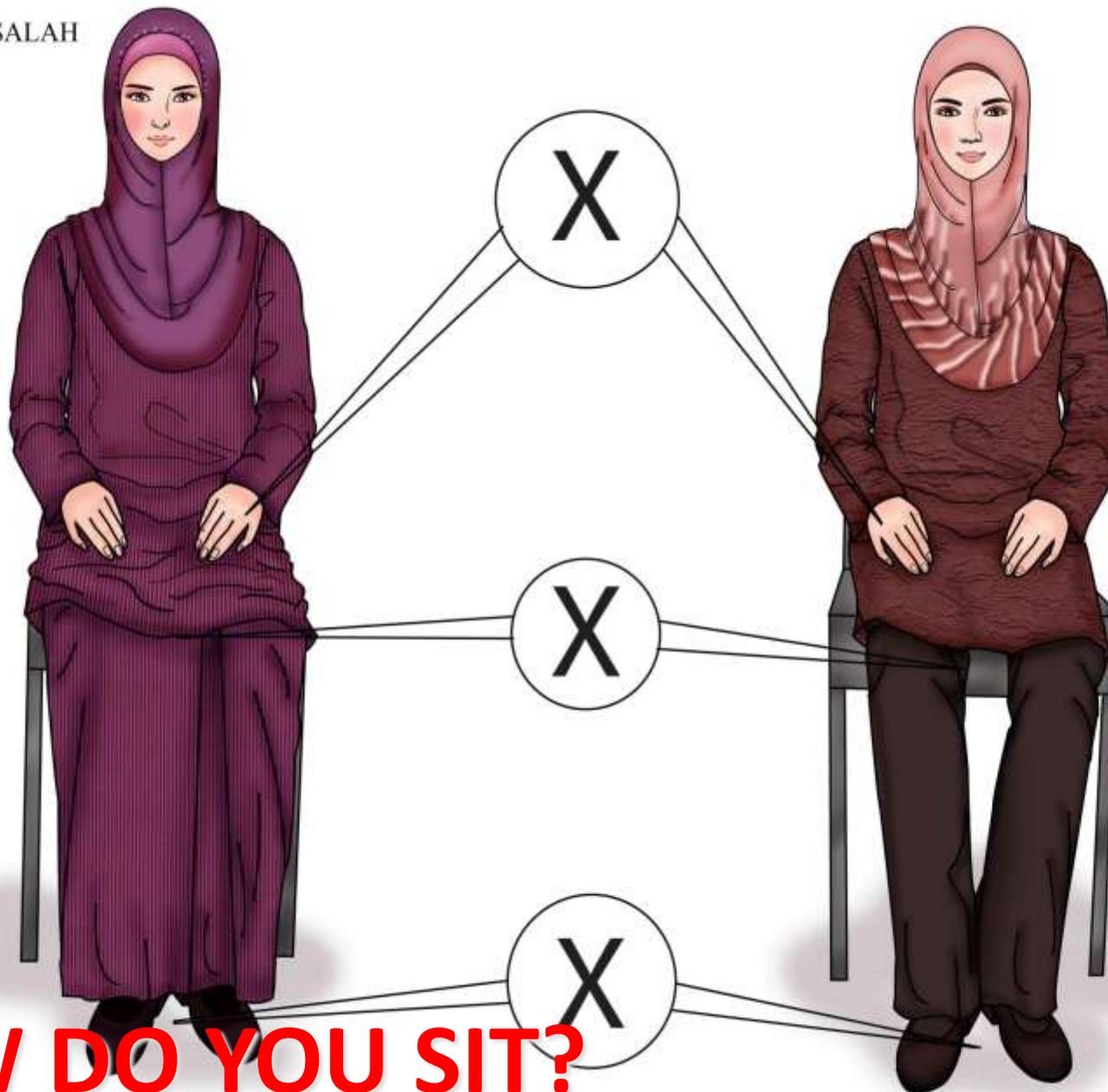


Friendly meeting: Abdullah talking with Egyptian Prime Minister Dr Ahmad Nazeif during his visit to the Egyptian premier's office in Cairo yesterday. Abdullah, his wife Datin Seri Jeanne Abdullah and government officials are on a two-day visit to Egypt. — Bernama

HOW DO YOU SIT?



KEDUDUKAN SALAH



HOW DO YOU SIT?

CARA DUDUK BETUL



HOW DO YOU SIT?



HOW DO YOU SIT?



HOW DO YOU SIT?

BETUL

STEP 2



STEP 1



HOW DO YOU SIT?

SALAH



HOW DO YOU SIT?

CARA DUDUK



HOW DO YOU SIT?

STEP 1



STEP 2



STEP 3



STEP 4



HOW DO YOU SIT?



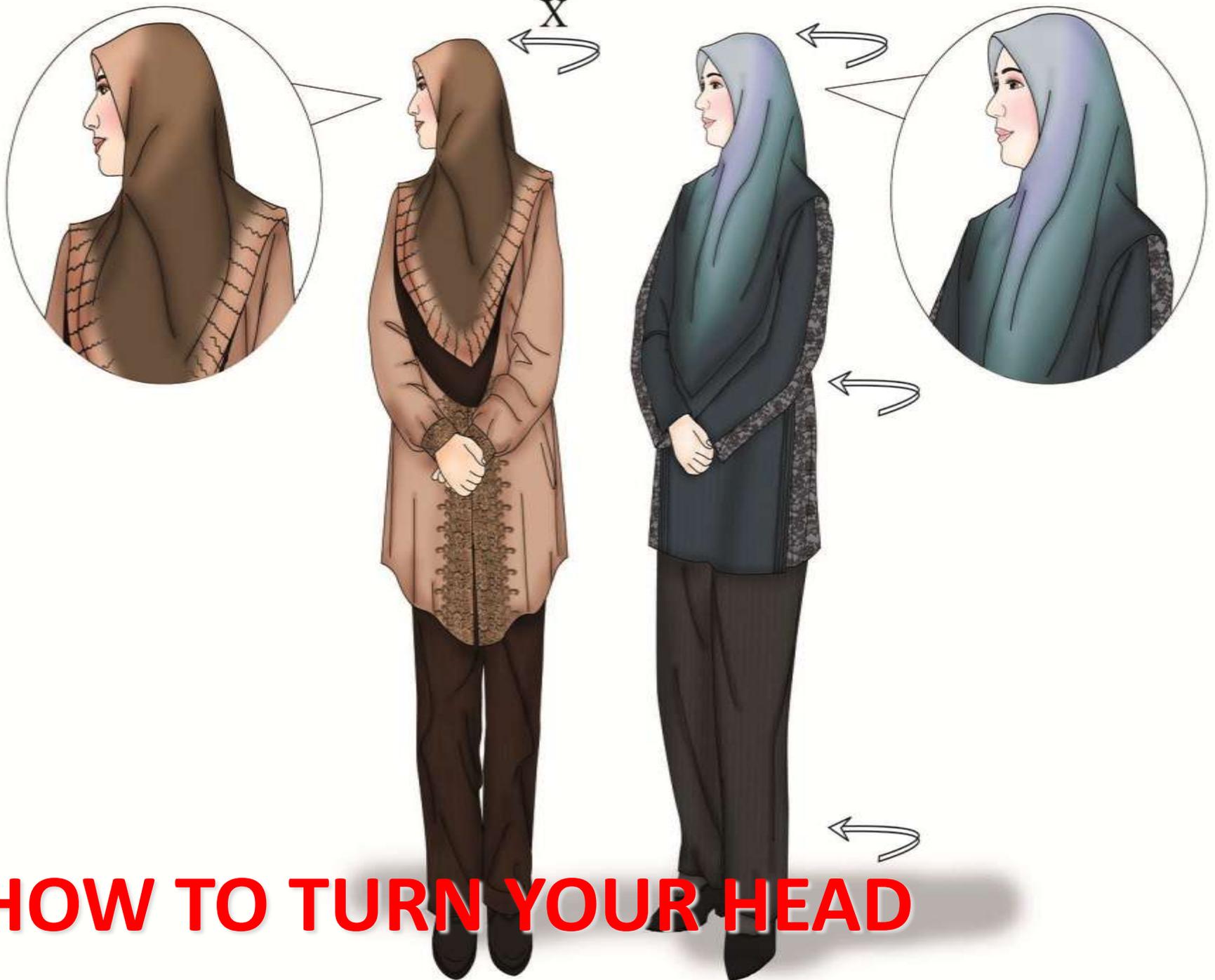
HOW DO YOU STAND?



HOW DO YOU STAND?



HOW DO YOU STAND?



HOW TO TURN YOUR HEAD

BERDIRI

A



B



HOW DO YOU STAND?